



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Mentzer Media Services
600 Fairmount Ave
Suite 306
Towson, MD 21286-1002

Contract # 865471

Schedule Dates 11/03/12-11/05/12
Advertiser Veterans for a Strong America (40291)
Agency/TT-Code Mentzer Media Services (3924)/833926835
Product Political - 527 Organization (1214)
Brand VETS FOR STRONG AMER/#111 (181012)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name KOHLBAUER,STEPHANIE
Phone/Fax /
CPE 111
Account Types National/**Political
Billing Type Weekly/Irregular
Comments VETS FOR STRONG AMER

Date Entered 11/01/12
Last Modified 11/02/12
Entered By Anne Davis
CO-OP No
Headline # 06401933
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,185.00
Net Total \$23,715.00
Sales Tax

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Nov. 2012	11	\$27,900.00
Grand Total:	11	\$27,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	5:58A- 8A (ET)							1		1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)		11/1/12
2.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	8A- 9A (ET)							1		1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)		11/1/12
3.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	5:58A- 8A (ET)								1	1	\$700.00	\$700.00	Norfolk (WVEC) (WVEC)		11/1/12
4.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	8A- 9A (ET)								1	1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)		11/1/12
5.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	9A- 9:30A (ET)								1	1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)		11/1/12
6.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	10A- 11A (ET)								1	1	\$1,760.00	\$1,760.00	Norfolk (WVEC) (WVEC)		11/1/12
7.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	6P- 6:30P (ET)								1	1	\$1,920.00	\$1,920.00	Norfolk (WVEC) (WVEC)		11/1/12
8.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	4:58P- 5:29P (ET)		1							1	\$4,800.00	\$4,800.00	Norfolk (WVEC) (WVEC)		11/1/12
9.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5:29P- 6P (ET)		1							1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)		11/1/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	6P- 6:30P (ET)		1							1	\$6,000.00	\$6,000.00	Norfolk (WVEC) (WVEC)		11/1/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	11:35P- 12:05A (ET)		1							1	\$1,920.00	\$1,920.00	Norfolk (WVEC) (WVEC)		11/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC-TV	Date: 10/15/12
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I, David Grill
do hereby request station time concerning the following issue:

Veterans for a Strong America

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

Total Charges:	\$	27,900	GROSS
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This broadcast time will be used by: Veterans for a Strong America

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Mitt Romney, Barack Obama, President, Nov 6th

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Veterans For a Strong America

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

14 OCT 12 Date Signature 605 254 2624 Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Penne Marsh Signature Penne Marsh Printed Name NSC Title